Abstract: There are more than seven thousand spoken languages in the world with a number of speakers ranging from several billion to several people. The global community agrees that language diversity should be cherished and protected, and no language should suffer discrimination. However, is it truly possible to maintain such diversity when it comes to actual economy, most importantly, trade in services, education, and media? Especially in African countries like Benin or Gambia where dozens of languages exist within the borders of one nation? In my research, I try to understand the connection between language, trade, and economy and to measure the cost of such diversity.